

tourism development
& promotion project

Undiscovered Pearl of Via Dinarica Trail - Mokra Gora Mt.

GRANT FACT SHEET

GOAL

Improving infrastructure and developing and promoting a new cross-border branch of Via Dinarica trail on Mokra Gora Mountain in cooperation with municipal officials, tourism organisations, sports organisations, rural households, media, bloggers and NGOs in three economies.

Location

Kosovo*, Montenegro, Serbia

Action value

EUR 60,000.00 (EU/RCC grant: EUR 54,000.00)

Category

Adventure tourism

Lead applicant

Institute for Territorial Economic Development
- InTER

Implementation period

November 2018 - June 2019 (7 months)

INTRODUCTION

The Regional Cooperation Council (RCC) implemented and European Union (EU) funded Tourism Development and Promotion Project worth EUR 5 million works to develop and internationally promote joint regional cultural and adventure tourism offer, increase number of tourists visiting the six Western Balkans economies (WB6), lengthen their stay in the region, increase revenues and employment in the industry, and remove policy barriers to further development of tourism.

The Project utilises EUR 1.62 million grants scheme to help improve quality of services and infrastructure along the selected routes. The first 12 out of 30+ grants - worth up to EUR 54,000 each - were awarded in November 2018. Institute for Territorial Economic Development (InTER) is amongst the first twelve grant recipients.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

DESCRIPTION OF THE ACTION

Current situation

Adventure tourism is a fast developing branch of the industry. Via Dinarica is the most prominent hiking trail and an adventure tourism product running through the Western Balkans. In the trans-border region encompassing Kosovo* it stretches along Accursed Mountains leading from Montenegro and Albania into Kosovo* and continuing southwards into the Republic of North Macedonia. This, however, leaves out Mokra Gora Mountain which is positioned eastwards from Via Dinarica trail portion in Kosovo* and which stretches into Montenegro and Serbia. As a result adventure tourism potential of Mokra Gora is underutilised.

Actions to be performed through grant

InTER will utilise the grant to improve infrastructure and develop and promote a new hiking and biking trail (an extension of the existing Via Dinarica mega trail) running across Mokra Gora Mountain.

As the mountain is positioned in the trans-border region, InTER will firstly establish a cooperation and coordination mechanism bringing to a table all the relevant stakeholders including municipal representatives (Pejë/Peć, Istog/k and Zubin Potok - Kosovo*; Rožaje - Montenegro; and Tutin - Serbia), tourism organisations and tour operators, sport clubs and rescue services, NGOs, rural households, tourism bloggers and the media, i.e. establishing tourism development forum.

The forum will enable smooth implementation of the infrastructure interventions including installation of Via Dinarica standard trail signage and information boards with QR codes, which is to be preceded by trail mapping and GPS tracking.

In parallel with mapping the trail, one- and multi-day itineraries along the trail will be developed taking into consideration availability of service providers, including rural households and establishments offering food and accommodation, and green border crossing requirements. Itineraries will be developed in cooperation with the local tour operators.

Once the trail including one or more routes is mapped out and itineraries developed, this new tourism offer will be promoted. Mokra Gora will be branded as a unique tourism destination and the branding will be applied on the dedicated website providing information about the destination and the trail as well downloadable maps with GSP coordinates. Further promotion will include launching of dedicated social me-

dia channels, presentation of the trail at the regional tourism fair (Belgrade), FAM trips for regional and international tour operators and tourism journalist and travel bloggers, and outreach and media events.

InTER will conduct all those activities in cooperation with its collaborators: Tutin Municipality, Sandžak Regional Development Agency (Serbia), NGO Marimangat e Pejës from Pejë/Peć and Mountaineering Club Ahmica from Rožaje.

Results and sustainability

With the new trans-border tourism product developed and launched in cooperation with all the relevant stakeholders it is expected that the number of visitors to the area would, in the first year, grow from 30,000 to 40,000. InTER will remain engaged in the promotion of Mokra Gora trail and destination also after the grant implementation and will look to replicate the model in other suitable locations.



CONTACTS

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RCC Tourism Development and Promotion Project

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